Annual report

French Language Services
of the Government of Yukon
2006-2007

Yukon
French Language Services Directorate

Table of contents

Priority areas for French language services 1

Message from the Minister 3

Message from the Director 4

Coordinating services 5

A brief history of French language services in Yukon 6

Legislation, agreements and policy 8

Highlights in 2006-2007 9

Services and achievements by each department and agency 10

Special partnerships 27

Feedback from the French-speaking community 28

French Language Services Directorate 30

Adult French Language Training Centre 33

2007-2008 Challenges and opportunities 35

French Language Services Directorate Contact information 36

The Government of Yukon gratefully acknowledges the financial contribution of the Government of Canada toward the provision of French language services.

Priority areas for French language services

The Government of Yukon's *French Language Policy* states that members of the territory's Francophone community are the target clientele of French language services and are recognized "as partners with government in giving practical expression to the requirements of the *Languages Act*." It states the community "will be consulted on an ongoing basis with respect to its needs and priorities..."

Through consultation, the community has identified these priority areas for government services in French:

Justice

Health

Social services

Economic development

Public safety

Communication

Education*

**Education in this report refers to government services of an educational nature, not to the public school system. The Department of Education looks after programs for Kindergarten to Grade 12 and those results are in a separate report.*

Message from the Minister

On behalf of the Government of Yukon, I am pleased to present our annual report on French Language Services for 2006-2007.

Our government continues to provide quality service to Yukon's French-speaking community, meeting our commitments in the *Languages Act* and French Language Policy, and concentrating on services in the community's priority areas.

We have responded to the needs and wishes of the community by changing the Bureau of French Language Services to an independent directorate, giving French language services more profile within the government. We have named a specific minister responsible for the French Language Services Directorate and I am extremely proud to be the first minister serving in this role.

There have been other firsts in 2006-2007. We have expressed our commitment to providing quality French language services to our dynamic Francophone community with a special reference in the Speech from the Throne. In 2007, we honoured the Association franco-yukonnaise by proclaiming May 15th as *Journée de la francophonie yukonnaise*, in recognition of the organization's 25th anniversary.

We have increased our French web presence with four web sites – those of the Yukon Liquor Corporation, Justice, the Yukon courts and the Legislative Assembly – now completely bilingual. We are continuing to progress in this area, both in English and in French.

I am also pleased that Yukon won praise for hosting the "most bilingual ever" Canada Winter Games – an amazing achievement for a small territory. Our visitors commented on both the visibility and quality of the French. We owe the success firstly to the dedicated Games organizers and volunteers, but also to our French-speaking community and to the excellent revision services of the translator/revisers at the French Language Services Directorate.

I look forward to more partnerships and collaboration as we work to ensure French-speaking citizens receive the services they need.

Glenn Hart
Minister responsible for the
French Language Services Directorate

Message from the Director

It has been rewarding to work with Government of Yukon departments and agencies this past year as they have continued to improve services in French for Yukon's Francophone community.

The directorate has supported these improvements by increasing our translation staff during 2006-2007, greatly enhancing our efficiency. We have focused on translations for the most useful, practical services in the Francophone community's priority areas.

As well, the Government of Yukon's French Language Services Plan was changed to a results-based format with input from all departments. This strengthening of the plan contributed significantly to successful negotiations with Canadian Heritage for its funding.

We keep informed of the community's needs through regular meetings with representatives of the Association franco-yukonnaise, the Francophone community at large and the government. We work to ensure consistent awareness across government of the *Languages Act* and *French Language Policy*, and of what they mean for the services provided by the government.

We will have even greater opportunity to do this in the coming year as we celebrate the 20th anniversary of the *Languages Act* in 2008. We can be very proud of how far we have come in two decades.

Carol Genest

Carol Genest
Director
French Language Services Directorate

Coordinating services

Each government department and agency has a French language services coordinator. These individuals play key roles in planning and coordinating the services provided by their departments to Yukon's French-speaking citizens.

Department	Coordinator
Justice	Catherine Simpson
Health and Social Services	Patricia Living
Community Services	Nathalie Harwood
Highways and Public Works	Carmen Ingram/Jo Pond
Tourism and Culture	Karen Keeley
Economic Development	Mark Roberts
Energy, Mines and Resources	Sherril Kelly
Environment	Wendy Radwanski
Executive Council Office	Rod Jacob
Finance	Bill Curtis
Women's Directorate	Julie Haywood/Robin Hamilton
Yukon Energy Corporation	Janet Patterson
Yukon Liquor Corporation	Nathalie Harwood
Yukon Workers' Compensation Health and Safety Board	Frank Fry
Yukon Housing Corporation	Louise Legault
Public Service Commission	Mary Martin
Education	Gilbert Lamarche
Legislative Assembly Office and Elections Office	Jo-Ann Waugh

Janet Patterson is the French language services coordinator for the Yukon Energy Corporation.

Wendy Radwanski coordinates French language services for Environment.

A brief history of French language services in Yukon

1969	Parliament passes the *Official Languages Act*.
1979	The Government of Yukon's *Policy 1/40* states: "Where applicable, departments will be responsible for providing service to the public in either official language."
1982	The *Charter of Rights and Freedoms* guarantees language rights contained in the *Official Languages Act*.
1982	The *Association franco-yukonnaise (AFY)* incorporates.
March 1984	The federal government introduces Bill C-26 to make the northern territories officially bilingual, after a Whitehorse man launches a court challenge of an English-only speeding ticket. Bill C-26 later dies with the dissolution of Parliament.
September 1986	The Yukon Supreme Court rules that Yukon is not bound by the federal government's bilingualism rules.
April 28, 1988	After months of negotiations, during which Yukon resists the imposition of official bilingualism, Yukon and Canada sign the *Canada-Yukon Language Agreement*. Canada agrees "to bear all the costs incurred in developing, enhancing and implementing French language rights and services in the Yukon..."
May 1988	The Yukon Legislative Assembly passes the *Languages Act*. While not official bilingualism, the *Act* states that Yukon people have the right to receive services from government head offices in English or in French. They have the right to use French in the legislature and the courts, and all Yukon laws are to be published with equal weight in English and in French.
November 1988	The Government of Yukon creates the Bureau of French Language Services to oversee implementation of French language services.
February 1991	Yukon's Elections Office holds elections in French for the first time for the school council of *École Émilie-Tremblay*.
November 1991	Health and Social Services issues Yukon's first bilingual birth certificate.
March 1993	The first bilingual signs are erected at Court Services, the Bureau of French Language Services and the Commissioner's Office.
April 1993	Health Canada transfers Whitehorse General Hospital to Yukon. There is no clause in the transfer for French language services.
October 1993	Over the next couple of years, the departments of Health and Social Services, Justice and Community and Transportation Services hire bilingual front line staff.
May 1994	The Government of Yukon's *French Language Policy* takes effect. It requires the government to consult the Yukon Francophone community – as a partner – to determine its priorities for services in French.
November 1995	Yukon's Elections Office holds elections for the Yukon Francophone School Board – the first school board in the territory.

September 1996 ..... *École Émilie-Tremblay*, Yukon's Francophone school, opens in a new building.

April 1997 ..... Health Canada transfers universal health programs to Yukon. There is no clause for French language services in the transfer.

November 1999 ..... The Government of Yukon agrees to contribute $500,000 to the *Centre de la francophonie*, becoming a partner in the project with Canada and the French-speaking community.

March 2001 ..... The *Centre de la francophonie* officially opens. The 2001 census says there are 1125 Francophones living in Yukon, close to four per cent of the total population. About ten per cent of Yukoners speak French, with about 15 per cent having Francophone roots.

October 2003 ..... The Francophone community and the Government of Yukon agree to a draft plan for improving access to health services in French, pending funding of the plan by the federal government. It is accepted in principle by Ottawa, but never funded.

April 12, 2005 ..... Premier Dennis Fentie announces that a French Language Services Directorate will be established, replacing the Bureau. For the first time, there will be a minister appointed specifically responsible for French language services.

April 7, 2006 ..... The new French Language Services Directorate is officially announced, with its director reporting to the newly-appointed Minister responsible, Glenn Hart.

"My government looks forward to continuing our constructive and cooperative relationship with the dynamic Yukon francophone community."

The Honourable Geraldine Van Bibber
Commissioner of Yukon
Speech from the Throne, November 23, 2006

Legislation, agreements and policy

The Government of Yukon provides French language services to serve its French-speaking citizens, in keeping with its commitments under the *Languages Act*, enacted in 1988. Under this legislation:

- people have the right to use English, French, or a Yukon aboriginal language in the Legislative Assembly;
- they have the right to use French or English in any Yukon court;
- Yukon acts and regulations must be published in English and French; both versions have equal authority; and
- "Any member of the public in the Yukon has the right to communicate with, and to receive available services from, any head or central office of an institution of the Legislative Assembly or of the Government of Yukon in English or French..." (Section 6 (1))

FEDERAL-TERRITORIAL AGREEMENTS ON FUNDING

The Government of Canada covers the cost of French language services delivered by the Government of Yukon. This arrangement stems from the Canada-Yukon Language Agreement, signed on April 28, 1988. Canada and Yukon have signed subsequent agreements on funding since then.

The only service not covered by this agreement is French language training for adults, which is funded by the Government of Yukon for its employees and by registration fees for the general public.

FRENCH LANGUAGE POLICY

In addition to requiring consultation with Yukon's French-speaking community to determine priorities for government services (see page 1), the *French Language Policy* states that services should fulfill the practical needs of French-speaking citizens and be:

- **useful** – meeting real, expressed needs of the Yukon Francophone community;
- **useable** – practical, accessible, consistently maintained and of comparable quality to services in English; and
- **used** – promoted to those who would potentially use them.

Highlights in 2006-2007

- The Government of Yukon increased its French web information considerably. Four web sites are now completely in French and English – those of Justice, the Yukon courts, the Legislative Assembly and the Yukon Liquor Corporation. Work has started to make the government's homepage and its main links fully bilingual.
- The French Language Services Directorate provided funding to the *Partenariat communauté en santé* (the Community Health Partnership) to produce a French version of the health guide "Do I need to See the Nurse/Doctor?" to assist with common, minor health questions.
- The Minister of Health and Social Services, Brad Cathers, and the Minister responsible for the French Language Services Directorate, Glenn Hart, wrote to the federal Minister of Health to ask about federal funding for the *Plan to Improve Access to Health Services in French in the Yukon*. The plan had been submitted in 2003 – at Health Canada's request – but never funded.
- The French Language Services Directorate and the Public Service Commission began a project to establish formal guidelines for the staffing of bilingual positions and the French language training of employees within the Government of Yukon.
- The Government of Yukon submitted its French Language Services Plan to Canada for 2006-2007, negotiating an increase in funding and signing a one-year agreement for the funding of the services.
- The director of French Language Services was invited to sit on a steering committee with educators, lawyers, academics and community leaders from across Canada to set the agenda for the 2007 summit of the *Fédération des communautés francophones et acadiennes (FCFA)*. The purpose of the summit is to bring together representatives of Francophone and Acadian communities from across Canada to develop a forward-looking vision for development.
- Yukon celebrated the 50th anniversary of its Coat of Arms in April 2006, and a special bilingual newsletter telling the history of the symbol and other special Yukon items – such as the official bird, the official gemstone and the Yukon tartan – was distributed throughout the territory.

Services and achievements by each department and agency

These are the achievements of departments and agencies completed between April 1st, 2006 and March 31st, 2007. They are grouped under the priority areas of Yukon's French-speaking community (see page 1 for the list of priority areas).

JUSTICE

Priority Areas: JUSTICE and COMMUNICATION

Web sites

Justice is a priority area of the Francophone community. Most of the department's services – and the communication of them – are critical to French-speaking Yukoners.

The department's major achievement was the translation of its web site (www.justice.gov.yk.ca), making it one of the first departments to have a fully bilingual site consistently maintained in French and English.

This, along with the translation of the Yukon Courts web site (www.yukoncourts.ca), means Yukon Francophones have excellent access to information about services in the justice area.

Consultation and advertising

The department conducted major initiatives in 2006-2007. It advertised them in French, including:

- Safer Communities and Neighbourhoods legislation;
- a Corrections career fair at Yukon College;
- the Corrections consultation; and
- Victim Link (24-hour crisis line).

Publications produced in French included:

- the brochure, "Making Yukon Communities Safer for Everyone," explaining the Safer Communities and Neighbourhoods legislation;
- the Corrections Consultation Final Report;
- the Corrections Consultation Action Plan and Implementation Framework; and
- the Substance Abuse Action Plan – "Working Together for Healthier Communities."

It also produced a number of documents in French to assist clients of the Maintenance Enforcement Program.

Legislation and related services

Under the *Languages Act*, all Yukon legislation and regulations are produced in French and English and have equal weight in both languages.

In 2006-2007, the department had two bilingual legislative counsel who, with the help of a bilingual secretary, drafted and translated:

- 9 Yukon statutes;
- 239 regulations and orders-in-council;
- 17 ministerial orders;
- 12 orders of the Yukon Workers' Compensation Health and Safety Board; and
- 15 legal opinions.

The bilingual team that drafts and translates Yukon legislation: (l to r) Michel Gelinas, Benoit Brouillard and Damien Tremblay.

The legislative counsel also worked on two Court of Appeal cases, in which they wrote opinions, translated documents, made recommendations to the Government of Yukon and, in one instance, prepared a case and appeared in court.

The legislative counsel also handled 557 miscellaneous tasks such as:

- responding to inquiries in French about legislation;
- translating French correspondence sent to the Minister or Deputy Minister of Justice;
- translating Government of Yukon policies and procedures into French;
- translating court forms or rules into French;
- providing expert assistance to legal colleagues on constitutional and language issues before the courts;
- corresponding in French with other jurisdictions on legal matters; and
- responding to informal inquiries from the Yukon Francophone community.

Front line service and the courts

A bilingual counter clerk provided service in French in the court registry of the Court Services Branch. She also provided court clerk services in French and clerked a peace bond application as well as three Court of Appeal pre-hearing conferences.

In 2006-2007, the court registry received 56 inquiries in French at the Supreme Court level and 14 inquiries at the Territorial Court level.

The *Languages Act* provides that French or English may be used by any person in any Yukon court proceeding. In July 2006, the department provided two days of certified court interpretation for pre-trial conferences.

Bilingual staff in the Adult Probation office assisted a number of clients in French, as did bilingual staff at the Whitehorse Correctional Centre.

HEALTH AND SOCIAL SERVICES

Priority Areas: HEALTH and SOCIAL SERVICES

Most services of this department are in priority areas of the Francophone community; it continues to offer many services and to promote its programs in French and English.

All of its health forms are in French and English and bilingual staff delivers many of the services. The staff includes: two social workers, two community health nurses and a family support worker. Many other employees provide services in French as required.

In 2006-2007, the department delivered mental health counseling in French through a contract with Yukon Family Services Association.

Priority Area: COMMUNICATION

Health and Social Services conducted its major campaigns in French and English. These included:

- promotion of health fairs for 2 to 5 year-olds;
- a child care educational campaign;
- campaigns on immunizations and vaccines – flu, meningococcal C, chicken pox, others;
- quit smoking and smokeless tobacco campaigns; and
- marijuana awareness.

The department produced key publications in French and English, including:

- a brochure on emergency birth control pills;
- a medical treatment travel brochure;
- the Primary Health Care Report;
- *Youth Criminal Justice Act* sheets for parents and youth;
- a sexual health education magazine and condom package in French – provided for Canada Winter Games;
- seniors' health benefits information;
- an elder abuse brochure;
- the Child Care Services newsletter;
- a Yukon social assistance pamphlet;
- a school newsletter promoting health in Yukon schools; and
- information on sexual health.

The department continued to promote its services and programs in French. This included advertising on:

- National Social Work Week 2007;
- injury prevention/safe gear for young people;
- World AIDS Day 2006;
- Prevention Services at Alcohol and Drug Services;
- health insurance information for university students;
- the Seniors' Services and Adult Protection office;
- health profession education bursaries;
- the Pioneer Utility Grant;
- a workshop to help adults assist young people – a program through Prevention Services at Alcohol and Drug Services; and
- the Health and Social Services Council.

Yves Titley is the bilingual nurse in charge at the Whitehorse Health Centre.

Outstanding issue

Responsibility for Whitehorse General Hospital was transferred from Health Canada to the Government of Yukon in 1993. Universal health programs were transferred in 1997. The transfer agreements did not include clauses on French language services. In October 2003, at Health Canada's request, the Government of Yukon submitted a *Plan to Improve Access to Health Services in French in the Yukon* to Canada for funding. To date, the federal government has not provided funding. It has indicated that it will announce a new official languages plan next year.

Whitehorse Public Library has an extensive collection of books in French.

COMMUNITY SERVICES

Priority Area: COMMUNICATION

Bilingual staff provides service in French – in person or by phone – at the Government of Yukon's main inquiry centre. Staff at this desk transfers calls and directs people to departments, answer questions and provide brochures in both languages. People can call the Inquiry Desk toll-free from anywhere in the Yukon at 1-800-661-0408, Ext. 5811.

Bilingual staff also assists the public at the Motor Vehicles Branch in Whitehorse, providing everything from driver's tests to vehicle registration renewals. This service also has a toll-free number reachable throughout the Yukon: 1-800-661-0408, ext. 5315.

In 2006-2007, the department promoted its services with advertising in French on:

- French language service at the main inquiry desk;
- burning permits;
- wildfire reporting;
- general municipal election information;
- the Canada-Yukon Municipal Rural Infrastructure Fund (MRIF);
- the Zoning Appeal Board;
- the *Navigable Waters Protection Act* and the Carcross pedestrian bridge;
- Whitehorse library programming;
- Berton House readings and the writers' summit;
- Children's Book Week;
- Family Literacy Day; and
- the United Way Breakfast.

The department also produced maps in French of both Whitehorse and Carcross waterfront development projects.

Priority Area: PUBLIC SAFETY

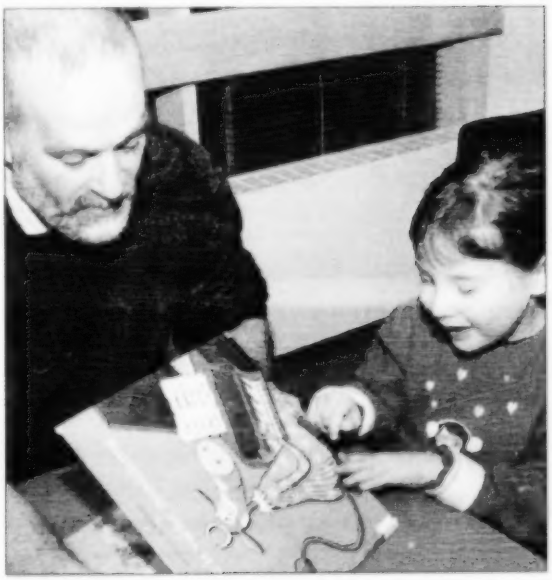
The department produced information sheets in French and English on:

- installing heat tracing products in Yukon;
- home electrical safety tips;
- residential permit guidelines; and
- woodstove installation.

Priority Area: EDUCATION

Community Services enhanced its French collection in the public library system by purchasing 122 new French books and DVDs and by maintaining a selection of French language publications such as *L'Actualité*, *Châtelaine* and *La Presse*.

Whitehorse Public Library's annual Family Literacy Day drew hundreds of participants and included activities in French and English.



HIGHWAYS AND PUBLIC WORKS

Priority Area: COMMUNICATION

Highways and Public Works includes the Queen's Printer, which produces government publications in French and English. The department's sign shop produces signs in both languages.

The department coordinates the production, in French and English, of the blue pages in the NorthwesTel phone book. The blue pages provide contact numbers for federal, territorial, municipal and First Nation government services, as well as those of non-government organizations.

The department also oversees publication of the Yukon Gazette, which announces in both languages Yukon laws, regulations, appointments, corporate notices and other public notices required by law.

In 2006-2007, Highways and Public Works produced advertising in French on:

- Transportation Hall of Fame awards;
- highway weight restrictions;
- Whitehorse Airport parking lot improvements;
- Takhini Hot Springs Road improvements;
- Sheep Mountain area highway reconstruction;
- National Public Works Week; and
- the new French Language Services Directorate.

The department produced other items in French and English, including:

- the brochure "Driving Yukon Highways" describing road construction planned for summer 2007; and
- a poster for users of the George Black Ferry in Dawson City.

Priority Area: PUBLIC SAFETY

The department often advertises to promote public safety. In 2006-2007, its projects in this area, provided in French and English, included:

- rink board ads at the Canada Games Centre in Whitehorse, with messages against drinking and driving (a joint project with the RCMP);
- a campaign on winter driving;
- ads and posters addressing other aspects of road safety, including:
  - driver fatigue,
  - intersections,
  - merging traffic,
  - pedestrians,
  - child restraints, and
  - highway right of ways.

La Semaine nationale des travaux publics, du 21 au 27 mai 2006, souligne la qualité de vie dans nos collectivités
Chaque année, la Semaine nationale des travaux publics est célébrée en Amérique du Nord afin de souligner le travail effectué par les hommes et les femmes au service des gouvernements fédéral, provinciaux, territoriaux, municipaux et des premières nations, sans oublier les personnes du secteur privé, qui voient à l'entretien des infrastructures et fournissent les services regroupés sous l'appellation « travaux publics ».
La Semaine vise à mieux faire connaître ces travailleurs tenaces chargés de la conception, de la construction, du fonctionnement ou de l'entretien des routes, des transports, de l'approvisionnement en eau, des réseaux d'évacuation des eaux usées et de l'élimination des déchets, des bâtiments publics et autres structures et installations, de même que des services de soutien liés aux parcs de véhicules et aux services d'approvisionnement dont l'ensemble de la population yukonnaise a besoin.
Yukonnais et Yukonnaises sont invités à se joindre au ministère de la Voirie et des Travaux publics pour souligner la contribution que les responsables des travaux publics apportent quotidiennement en vue d'améliorer la santé, la sécurité, le confort et la qualité de vie dans nos collectivités.
Yukon
Voirie et Travaux publics
La sécurité aux intersections
La portière latérale constitue le point le plus faible d'un véhicule durant les virages à gauche. Les pare-chocs et les coussins gonflables ne protègent pratiquement pas les passagers à l'intérieur d'un véhicule dans le cas d'une collision latérale. Soyez toujours extrêmement prudent lorsque vous vous engagez dans une intersection.
Yukon
Voirie et Travaux publics

TOURISM AND CULTURE

Priority Area: COMMUNICATION

Tourism and Culture has 1.5 bilingual positions and five French-speaking staff who assist at the Whitehorse and Dawson City visitor information centres and at the Yukon Beringia Interpretive and Tourism Business centres in Whitehorse.

The department contracted the Yukon Conservation Society to employ bilingual interpretive guides to work during the summer of 2006 at Canyon City -- a site near Whitehorse significant to the history of Yukon First Nations and the Klondike Gold Rush.

Advertising in French and English covered:

- promotion of the Yukon Beringia Interpretive Centre and its programs;
- historic sites and related awards;
- young Yukon artists and the National Artists Program;
- consultation on the Whitehorse waterfront; and
- promotion of a bilingual exhibit "Winter/L'Hiver" at the Yukon Archives.

Priority Area: ECONOMIC DEVELOPMENT for arts and tourism-related businesses

The department advertised economy-related programs in French, including:

- the Arts Fund;
- the Advanced Artist Award;
- the Yukon tourism brand launch;
- visitor attractions;
- winter tourism; and
- "Is Art your Business?" – promoting the studio guide of Yukon artists.

Products developed in French and English included:

- the Yukon Tourism promotional piece (*Venez vivre une aventure inoubliable*) aimed at enhancing awareness and prompting inquiries for Yukon travel information from potential visitors. The department worked in partnership with the *Réseau de développement économique et d'employabilité (RDÉE)*, the economic development arm of the *Association franco-yukonnaise*, on its development and distribution;
- "Yukon Larger Than Life" tourism brand banners which were installed in Yukon communities;
- the annual studio guide of Yukon artists, including a listing of French-speaking artists;
- "Created in the Yukon" bags, tags and logos for Yukon artists and artisans;
- Canada Winter Games sponsorship signs; and
- the Tourism Co-operative Marketing Fund publication.

The department also ensured that all enquiries coming through *www.tourismeyukon.ca* and all phone calls in French were handled in French.

Priority Area: EDUCATION

The department produced, in French and English:

- an exhibit and web display called "Sternwheelers of the Yukon";
- a virtual museum web site on Mount Logan;
- an exhibit: "Asian History of the Yukon";
- an educational resource booklet: "Beringia: The Last Great Ice Age";
- "Qikiqtaruk," a publication on the archaeology of Herschel Island;
- exhibit panels and a brochure for a display entitled "Winter/L'Hiver" which opened during the Canada Winter Games; and
- various interpretive panels for the Yukon Beringia Interpretive Centre.

Territorial archivist Lesley Buchan with the display "Sternwheelers of the Yukon."

Yukon Archives conducted tours in French for school groups and also assisted *l'Aurore boréale*, Yukon's French language newspaper, with an article highlighting the newspaper's holdings at the archives.

Partnerships

The department worked with *RDÉE* to implement an agreement signed in March 2006. They agreed to collaborate on 11 points, including:

- identifying strategic tourism projects and ways to attract French-speaking tourists;
- hosting French-speaking travel professionals and media;
- reviewing the possibility of developing a French language travel web site; and
- distributing French travel information to potential visitors.

ECONOMIC DEVELOPMENT

Priority Areas: ECONOMIC DEVELOPMENT and COMMUNICATION

Economic Development funded the *Place aux jeunes* kiosk at the athletes' village of the Canada Winter Games in February and March. The purpose of *Place aux jeunes* is to counter the labour shortage by encouraging young Canadians to move north. The kiosk had bilingual staff and as a result of its work, youth from all over Canada had the opportunity to learn about economic possibilities and services in Yukon.

The department also produced the following items in French and English:

- the Yukon Economic Outlook 2006;
- a brochure on the Small Business Investment Tax Credit; and
- information sheets and documents on:
  - the Strategic Industries Development Fund;
  - the Enterprise Trade Fund; and
  - the Regional Economic Development Fund.

As in past years, the department advertised the Community Development Fund in French and English. Application forms and information about eligibility requirements are available in French on the department's web site.

ENERGY, MINES AND RESOURCES

Priority Areas: COMMUNICATION and ECONOMIC DEVELOPMENT

Energy, Mines and Resources did extensive advertising in French on its programs and activities. Advertising topics included:

- oil and gas community tours and open houses;
- land lotteries for the Copper Ridge and Hot Springs areas of Whitehorse;
- oil and gas dispositions and requests for posting;
- the Yukon Farm Income Payment Program;
- the annual North of 60 Agriculture Conference;
- nominations for Farmer of the Year;
- environmental farm planning;
- public information session on the Faro mine closure;
- Christmas tree cutting;
- furnaces and heating;
- courses on combustion testing;
- the Yukon Environmental and Socioeconomic Assessment Board;
- the Yukon clothes washer rebate program;
- courses on the Leadership in Energy and Environmental Design (LEED) green building rating system; and
- an open house for the department's library.

Programme de planification environnementale de la ferme à l'intention des exploitants agricoles et de ranchs du Yukon
Le meilleur moment pour adhérer au Programme de planification environnementale de la ferme est aujourd'hui même.
La planification environnementale de la ferme (PEF) est un processus confidentiel et volontaire visant à aider les producteurs agricoles à évaluer leur mode d'exploitation de la ferme. Ce processus est conçu de façon à améliorer les pratiques en matière de gérance de l'environnement déjà adoptées par les producteurs yukonnais. Un coordonnateur indépendant peut vous aider gratuitement à composer le plan d'exploitation environnementale de votre ferme.
Un plan d'exploitation environnementale de la ferme permet aux producteurs de mieux comprendre les risques agro environnementaux associés à l'exploitation de leur ferme. Il permet aussi aux exploitants agricoles et de ranchs, grâce à l'aide financière accordée par l'intermédiaire du Programme Canada-Yukon de gérance agro-environnementale, de prendre des mesures pour contrer les risques qu'ils auront déterminés. Le temps fuit : le 31 mars 2008 est la date limite pour présenter une demande de financement.
Pour plus amples renseignements, veuillez consulter le site Web de la Direction de l'agriculture à l'adresse http://www.emr.gov.yk.ca/agriculture/apf.html ou téléphoner au 393-7410 ou, sans frais, au 1-800-661-0408, poste 7410.
Canada
Yukon
Énergie, Mines et Ressources
Le Cadre stratégique pour l'agriculture (CSA) • UNE INITIATIVE FÉDÉRALE-PROVINCIALE-TERRITORIALE

The department also produced publications and information sheets in French and English on:

- the Lands Branch land application process; and
- the Agriculture Policy 2006 – "Vision for Yukon Agriculture".

As well, the department produced new bilingual signs for the Whitehorse Mining District.

ENVIRONMENT

Priority Area: COMMUNICATION

In 2006-2007, Environment installed bilingual entrance signs at all government campgrounds throughout the territory and also at its head office in Whitehorse. The department also produced several publications in French and English, such as:

- regulations summaries for fishing, hunting and trapping;
- the Guide to Yukon Government Campgrounds;
- the publication "Wildlife in Whitehorse";
- Recycling Club booklets;
- the 2006 "Angler's Guide to Stocked Lakes in the Yukon"; and
- the Wilderness Tourism Operators' Licensing Kit.

The department advertised some key initiatives in French, including:

- the annual Celebration of Swans;
- hunter check-stops; and
- a request for public comments on changes to *Wildlife Act* regulations.

Priority Area: EDUCATION

An exciting achievement was the creation of an environmental board game, "Big Foot, little foot," in both French and English, which was designed as a fun way to teach children about their environmental footprint. The game is used in elementary schools throughout Yukon.

In general, the department makes about five school presentations in French per year – to students at the French first language school, *École Émilie-Tremblay*, and to those in the French immersion program at Whitehorse Elementary.

Students enjoyed playing the bilingual "Big Foot, little foot" – a game developed by Environment.

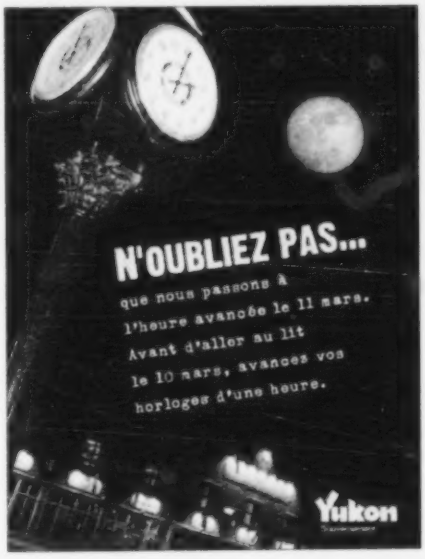
EXECUTIVE COUNCIL OFFICE

Priority Area: COMMUNICATION

Government of Yukon news releases are all processed through the Executive Council Office (ECO), produced in French and English, and distributed to English and French language media. They are posted in both languages on the government's web site.

In 2006-2007, ECO advertised several high profile events and initiatives in French and English:

- the Commissioner's Awards, New Year's Levee, Christmas message and Commissioner's Ball;
- the northern premiers' invitation to the art exhibition "Burning Cold";
- the Premier's and Commissioner's welcome to Canada Games visitors;
- the Premier's Canada Games thank-you;
- the Premier's Reception after the Throne Speech;
- nominations for Government of Yukon boards and committees;
- the celebration of the 50th anniversary of the Yukon Coat of Arms;
- Yukon veterans'/peacekeepers' commemorative coins;
- the Celebration of Music at Christmas;
- the Youth Ambassadors' Program – involving eight youth ambassadors between the ages of 16 and 22 – advertised for nominations in the period leading up to the Canada Winter Games; and
- the *Workers' Compensation Act* Review public meetings.



ECO also produced a new template in French for a revised Government of Yukon public homepage, to go public in 2007-08.

As well, ECO produced the following in French:

- a poster on Daylight Saving Time;
- Whitehorse and Yukon fact sheet booklets; and
- a bilingual newsletter on the Yukon Coat of Arms' 50th anniversary, inserted in *L'Aurore boréale*, the Yukon's French language newspaper, and the English newspapers.

Partnerships

The Government of Yukon, through ECO and the Youth Directorate, provided $25,000 to *Espoir Jeunesse*, the youth sector of the *Association franco-yukonnaise*, in 2006-2007. The purpose was to develop youth programs to strengthen linguistic and cultural identity. The partnership also gave *Espoir Jeunesse* the opportunity to share a Francophone youth perspective with other youth groups and agencies.

FINANCE

Priority Area: COMMUNICATION

In 2006-2007, the department advertised a new energy rebate that was originally announced in December 2005. It also translated many of its forms and created new internal bilingual signs.

WOMEN'S DIRECTORATE

Priority Areas: PUBLIC SAFETY, HEALTH and COMMUNICATION

Many initiatives of the Women's Directorate promote safety for women and their families. In 2006-2007, the directorate produced the following material in French and English:

- advertising on Sexual Assault Prevention Month;
- a poster – "Out of the Dark and Into the Streets" – part of a campaign aimed at preventing sexualized violence and promoting healthy relationships;
- practical information, provided online, addressing violence against women – "Just for Girls"; "Just for Guys"; and "How to support a woman who has been sexually assaulted"; and
- advertising on the Yukon Advisory Council on Women's Issues' bursary program.

The directorate also worked with *Les EssentiElles* – the Yukon Francophone women's group – to ensure French language materials reached Francophone women and their families.

YUKON ENERGY CORPORATION

Priority Areas: COMMUNICATION, EDUCATION and PUBLIC SAFETY

In 2006-2007, much of the Yukon Energy Corporation's services and communication in French focused on education and public safety. The corporation hired bilingual students to serve the public at the Whitehorse Rapids Fishway – a facility for migrating salmon. The students provided information about the fishway and the natural history of the salmon.

The corporation also posted new bilingual signs at the facility, adding to the many display panels that already exist in French and English. It advertised the summer opening of the fishway in *L'Aurore boréale*, Yukon's French language newspaper.

Other items produced by the corporation in French included:

- "Powerful Facts On-Line" – a web-based brochure that tells elementary school students how electricity is made;
- a fridge magnet with information about what to do in a power outage. This was mailed out to French-speaking Yukoners; and
- advertising for the Yukon scholarship program for Yukon students studying natural sciences, engineering, technologies, business administration, commerce or economics.

The corporation has one fluent French speaker at its head office and others knowledgeable in French who can help serve the public.

YUKON LIQUOR CORPORATION

Priority Areas: COMMUNICATION and PUBLIC SAFETY

The Yukon Liquor Corporation continued its focus on communicating social responsibility and public safety messages and providing those messages in French and English.

Its web site (www.ylc.yk.ca) is now completely bilingual, maintained in balanced, consistent fashion in both French and English.

In 2006-2007, the corporation produced the following in French:

- folders for driver's licenses with the message "Drive Safe-Drive Sober"– produced in co-operation with Mothers Against Drunk Driving (MADD) and distributed by other departments and territorial agents throughout Yukon;
- large ads for arenas promoting responsible drinking;
- water bottles with the message "Plan Ahead to Stay Safe" for Grade 12 students and also provided in liquor stores as part of "Good Host Kits." These items were produced in partnership with other departments;
- safe driving ads in partnership with other departments and the RCMP; and
- advertising of liquor store hours.

The corporation updated its "Hosting an Event" brochure in French and English and included the *Association franco-yukonnaise* in its distribution.

WORKERS' COMPENSATION HEALTH AND SAFETY BOARD

Priority Area: COMMUNICATION and PUBLIC SAFETY

The Yukon Workers' Compensation Health and Safety Board advertised in French and English the proclamation of 2007 as the "Year of Accountability for Workplace Safety."

It included large, full page ads on "Safety. It's time" with steps to address safety in the workplace. These ads appeared in French in *L'Aurore boréale*, Yukon's French language newspaper.

In 2006, the board also included some of its "Think About It" ads in *l'Aurore*. They were part of a large, long-term campaign to change Yukoners' assumptions about workplace safety.

YUKON HOUSING CORPORATION

Priority Area: COMMUNICATION

Yukon Housing Corporation continued to advertise its home repair program in *L'Aurore boréale*, Yukon's French community newspaper. The program helps Yukoners increase their homes' energy efficiency.

The corporation has bilingual staff who provide service in French in person or by phone on all of its programs. It also has bilingual information on programs and services offered by the Government of Canada.

PUBLIC SERVICE COMMISSION

Priority Area: COMMUNICATION

The Public Service Commission funds French language training for employees. For any bilingual positions offered within the Government of Yukon, the commission advertises in French in *L'Aurore boréale*, Yukon's French language newspaper, and bilingually in the English language newspapers.

Policy development

The commission and the French Language Services Directorate have started research toward the development of guidelines for the staffing of bilingual positions and for the French language training of government employees.

EDUCATION

(NOTE: This annual report covers government services of an educational nature and post-secondary programs, but not programs for Kindergarten to Grade 12. Funding for those programs is provided through a different agreement with Canada and the results are contained in a separate report.)

Priority Areas: COMMUNICATION and EDUCATION

The department of Education promoted the importance of post-secondary education and training with a poster campaign called "I'm Not Getting Any Younger," which was also produced in French.

The department advertised the Literacy Action Committee fund – for literacy projects – in French and English.

LEGISLATIVE ASSEMBLY OFFICE AND ELECTIONS OFFICE

Priority Area: COMMUNICATION

The Legislative Assembly Office completed its bilingual web site in 2006-2007 (www.legassembly.gov.yk.ca), ensuring French-speaking Yukoners get timely access to information about the legislature, its members and its procedures.

The office also produced information sheets, in French and English, on:

- the evolution of the assembly;
- the speaker;
- the mace;
- how a bill becomes law; and
- differences between provinces and territories.

The Elections Office has responsibility for all election-related information and advertising. In 2006-2007, its French advertising included information on the 2006 general election of members to the Legislative Assembly and on school council elections.

The office also produced in French and English a report on the election financing of registered political parties.

Special partnerships

- The Canada Winter Games were a major undertaking for Yukon in 2007. To ensure the Games would be consistently bilingual, the Government of Yukon's French Language Services Directorate and the Games signed an agreement to share translation and terminology resources. The directorate provided:
  - revision of translated documents;
  - advice on translation and terminology;
  - the lending of resource materials;
  - technical aid for translation software and tools;
  - translation of three Games newsletters; and
  - additional assistance from contract translators when required.

  In return, the Games translators agreed to translate some non-urgent documents for the government prior to the Games and to share terminology resources related to the Canada Winter Games.
- The French Language Services Directorate signed a contribution agreement with the *Partenariat communauté en santé* (the Community Health Partnership) to produce a French version of the health guide "Do I need to see the Nurse/ Doctor?" The publication is an easy to use, visual guide dealing with common, minor health questions.
- The directorate also agreed to contribute funding to the *Fédération culturelle canadienne-française* to develop a conceptual plan for a series of cultural and artistic events across Canada – including Whitehorse – to celebrate the 400th anniversary of Quebec City.

Feedback from the French-speaking community

There is no language commissioner and no official complaint mechanism for French language services in Yukon. The French-speaking community provides feedback directly to departments and agencies or indirectly to them through the French Language Services Directorate.

Opportunities for feedback include:

- regular meetings of consultative committees – the Working Committee on French Language Services (monthly) and the Committee on Communication and Translation (quarterly) – which bring together representatives of the government and the French-speaking community;
- twice yearly meetings between the Minister responsible for the French Language Services Directorate and the French-speaking community;
- individual meetings between the premier, departments' ministers, deputy ministers and other officials to deal with issues as they arise; and
- informal conversations with government officials.

(l to r) Jean-Marc Perreault, President of the Association franco-yukonnaise; Carol Genest, Director of the French Language Services Directorate; and the Honourable Glenn Hart, Minister responsible for the French Language Services Directorate.

There are also formal evaluations of services every five years which reflect the French-speaking community's level of satisfaction with service.

In general, in 2006-2007, the French-speaking community was very pleased with:

1. the higher profile of French language services within the government – achieved (at its request) by the creation of the directorate reporting directly to a newly appointed Minister responsible for the French Language Services Directorate, Glenn Hart;
2. the efforts that Minister Hart has demonstrated in learning French and addressing the community in French;
3. the efforts of Minister Hart and Minister of Health and Social Services, Brad Cathers, in requesting funding from Health Canada for devolved health services;
4. the directorate's awareness campaign for government management and staff on the commitments contained in the *Languages Act* and *French Language Policy* (this will also be offered to the Francophone community in French, so it is aware of what services to expect); and
5. the development of the special project to establish guidelines for bilingual staffing and French language training within government.

The types of issues the French-speaking community most regularly brings forward include:

1. the lack of health services in French for devolved services from Canada to Yukon (Whitehorse General Hospital transferred in 1993 and universal health programs in 1997);
2. a request for more active offers of services in French and for more bilingual staff, particularly at key points of service;
3. a request for more consistency by government staff in understanding the commitments to service in the *Languages Act* and the *French Language Policy*;
4. a wish to have the French language newspaper, *L'Aurore boréale*, used as consistently as English language newspapers for government advertising, as it is a communication tool to reach the Francophone community; and
5. concerns about invitations and correspondence sent in English by the government to Francophone community groups and leadership; these are few in number but are always disturbing.

French Language Services Directorate staff (l to r): Carol Genest, Director; Danièle Rémillard, Translation Assistant; Anne Savoie, A/Coordinator and Instructor, Adult French Language Training Centre; Jean-François Roldan, Web Translator/Administrator; Jacinthe Labrecque, Reviser/Translator; Andre de Repentigny, Reviser/Translator; Rachelle Dufour, Office Administrator; Becky Striegler, Communications and Public Relations Analyst; Catherine Huot, Reviser/Translator; Véronique D'Avignon, Translation Assistant; and Carmelle Besler, Translation Assistant.

French Language Services Directorate

The French Language Services Directorate helps departments and agencies meet their obligations under the *Languages Act* and the *French Language Policy* by:

- advising on planning and service;
- providing high quality translation services;
- revising and proof-reading translated material;
- translating, updating and entering French content on all government websites;
- providing informal interpretation to help departments communicate with French-speaking clients;
- promoting the use of French in government communications, when appropriate;

- negotiating with the federal government and managing the Canada-Yukon funding agreements on French Language Services;
- coordinating department plans for service in French, including disbursing and accounting for funding;
- consulting with the Yukon Francophone community on its needs and priorities;
- helping to build relationships with and between government departments and the Francophone community to improve understanding of priorities; and
- providing French language training for adults.

HIGHLIGHTS IN 2006–2007

- The government officially established the French Language Services Directorate, replacing the former bureau and, for the first time, naming a minister responsible. Its director reports to the minister and has delegated deputy minister authorities for managing finance and human resources. The move was welcomed by the Yukon French-speaking community, which had requested this higher profile of French language services with the government.
- The directorate increased its translation staff and focused its work more closely on the priority needs of the French-speaking community, resulting in a higher output of work in areas of greatest need. (See more under Translation.)
- The directorate began holding awareness sessions with departments and agencies throughout the Government of Yukon, to help ensure consistent understanding of the *Languages Act* and *French Language Policy*.

The Honourable Glenn Hart, Minister responsible for the French Language Services Directorate (far right) with members of Yukon's French-speaking community at the official announcement of the new directorate in April 2006.

- The directorate maintained a number of consultative committees:
    - the Committee on Communications and Translation, which assisted the directorate in meeting communication needs of French-speaking citizens and in determining priorities for translations. It met quarterly and included communications representatives from the directorate, the *Association franco-yukonnaise* and the Government of Yukon at large; the director of Yukon's French language newspaper, *L'Aurore boréale*; the director of French Language Services; and a representative of the Francophone community at large;
    - the Working Committee on French Language Services, which included representatives of the directorate and the Yukon Francophone community, and met monthly to discuss initiatives and issues.

TRANSLATION

Efficiency, volume and focus – those were the themes of the French Language Service Directorate's translation team in 2006-2007. It concentrated on projects that would be practical and useful to Yukon's French-speaking community and that fell into the community's seven priority areas.

In 2006-2007, the directorate increased the team from three to four translators. With this increase, the group was able to put new tools and computer software to excellent use, translating 772,559 words in 2006-2007, compared to 473,912 the previous year – an increase of 63 per cent.

The number of documents translated increased from 1016 in 2005-06 to 1200 in 2006-2007, an increase of 18 per cent.

Those included 247 publications – items such as the government's budget speech and related financial documents, the hunting and fishing guides, the Economic Outlook, health promotion school newsletters, sexual harassment information sheets, information on home electrical safety and woodstove installation, and the Corrections Consultation Final Report. The latter was a major undertaking, totaling about 96,000 words.

Aside from news releases and yearly publications, the directorate sometimes receives unusual translation requests from departments. One of them was the environmental/educational board game called "Big Foot, little foot" – a project of the department of Environment. Our translators and revisers had fun trying to figure out the game, whose objective is to teach children about their ecological footprint. For weeks, it was not unusual to see a six-foot long foot-shaped board lying on the floor beside one of our translator's desks. It prompted a lot of comments from people walking in to our office! The French version of the game was released in the fall of 2006, to the delight of Yukon Francophone children.

COMMUNICATION

The department of Highways and Public Works loaned the directorate the services of a communications officer in 2006-2007. The directorate began the process of seeking permanent funding for this position, which would coordinate with communications counterparts in other departments to ensure that materials developed in French reach their target audience.

Adult French Language Training Centre

The Adult French Language Training Centre in Whitehorse offers day and evening classes to Government of Yukon employees and the public. The Public Service Commission covers tuition for up to 150 seats over two sessions per year for government employees. Fees charged to non-government students generate revenue.

The Centre teaches seven levels of French – from True Beginner to *Cours de perfectionnement*, an advanced course that integrates conversational and written French.

The number of class participants was down slighly in 2006-2007 compared to previous years. This can probably be explained in part by the 2007 Canada Winter Games. Several people who normally take French classes were Games volunteers and unable to commit to classes. We were very proud that some of the participants in the classes sported the large *Bonjour!* buttons at the Games, indicating that they could provide services to French-speaking visitors, athletes and their families.

Teachers at the Adult French Language Training Centre: front row (l to r) : Linda Thibault, Leslie Larbalestrier and Annie Langlois; back row (l to r) : Anick Phaneuf, Line Plourde, Anne Savoie and Alison Ott.

During the fall 2006 semester, the Centre offered 13 French classes and had a total of 146 participants (Figure 1). Of that, 78 were Government of Yukon employees.

Twelve classes were offered during the winter 2007 semester with a total of 113 participants, including 64 Government of Yukon employees.

FRENCH IMMERSION FOR ADULTS

The Centre also offers a two-week intensive French Immersion session which, in May 2006, involved a week of instruction at the Wood Street Centre followed by a week-long residential session at Sundog Retreat outside Whitehorse.

The retreat offered participants a true immersion experience. The participants spoke French only and had the opportunity to learn and practice French skills in different settings – in the classroom, during outdoor activities and at meal times. The French level of the participants ranged from intermediate to advanced, and everyone was extremely pleased with their experience and progress.

Ten people took the immersion course – eight Government of Yukon employees and two federal employees. The Public Service Commission paid half the cost for the territorial employees, with the other half covered by the employees' individual departments or by the employees themselves.

Figure 1 – Participation in French classes – September 2004 to January 2007

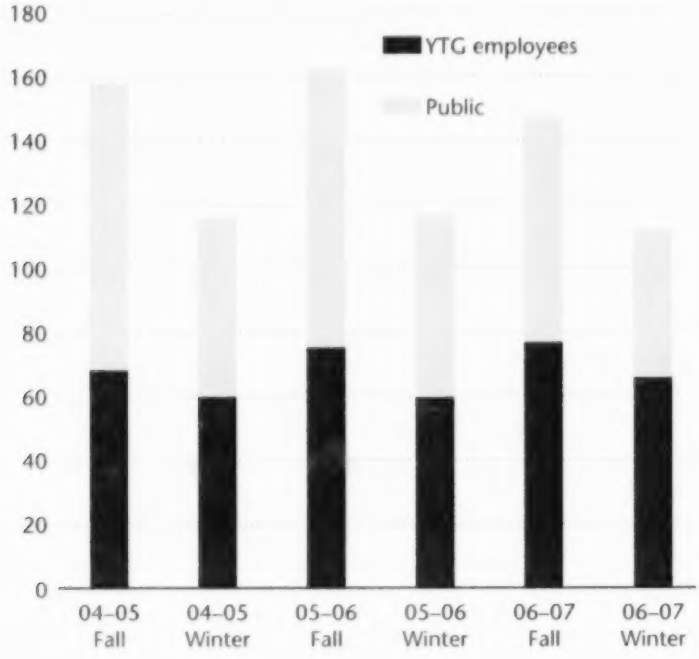
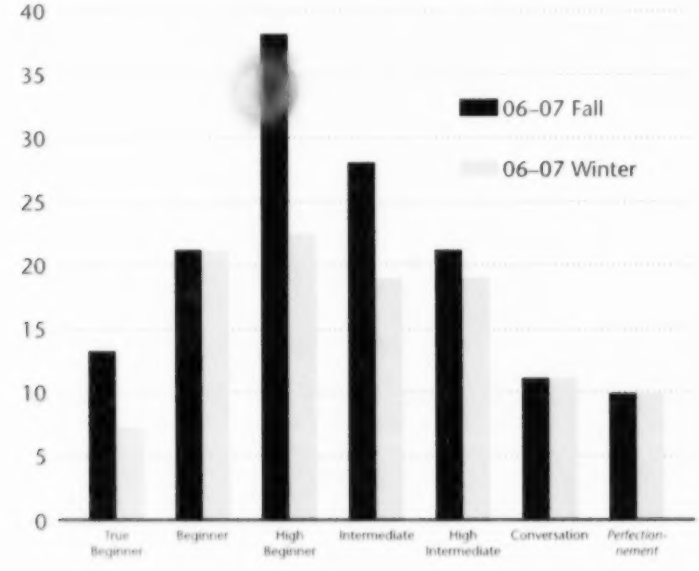


Figure 2 – Number of students registered at each level – 2006-2007



2007-2008 Challenges and opportunities

The Government of Yukon can look forward to challenges and opportunities in French language services in the coming year, from April 1st, 2007 to March 31st, 2008.

- The French Language Services Directorate will continue to work with departments and agencies to increase the French content of their web sites. This will include ensuring that new content and updates are done concurrently with English additions.
- A major priority for translation in 2007-2008 will be the translation of the *www.travelyukon.com* web site. This will be part of combined efforts of the department of Tourism and Culture, *RDÉE* (the economic development arm of the *Association franco-yukonnaise*) and the directorate to produce items to attract French-speaking tourists to Yukon.
- Yukon is marking the 20th anniversary of the *Languages Act* in 2008. This will be a wonderful opportunity to highlight the government's achievements in French language services over the past 20 years and to celebrate its collaborative relationship with the Francophone community.
- The government faces a continuing challenge in securing funding from the Government of Canada for health services that meet the needs of French-speaking Yukoners. The funding was not included when Health Canada transferred responsibility for Whitehorse General Hospital (1993) and universal health services (1997) to the Government of Yukon.
- Work will continue in 2007-2008 on the development of 'made in Yukon' guidelines for staffing bilingual positions and for French language training that will focus on providing improved quality and quantity of services to French-speaking Yukoners.
- In 2007-2008, the government will begin work on the evaluation of its services in French over the period from 2004 to 2009. As in the past, the Bureau of Statistics will assist in developing the evaluation tools. The regular evaluations are required under Canada-Yukon funding agreements.

French Language Services Directorate Contact information

Director, Carol Genest:	867-667-3735 carol.genest@gov.yk.ca
Translation services:	867-667-3775 french.translation@gov.yk.ca *www.hpw.gov.yk.ca/bfls/index.html*
Mailing address:	Box 27[illegible] Whiteh[illegible], Yukon Y1A 2C6
Street address:	410C Jarvis Street Whitehorse, Yukon
Adult French Language Training Centre	867-667-8611 411 Wood Street Whitehorse, Yukon

All photos courtesy of the Government of Yukon, unless otherwise indicated.